

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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GS1 signs international alliance partner

Persequor brings its traceability software to Australia under guidance of former Coles executive Ron Volpe



Ron Volpe is Persequor's senior vice president of international markets

Danish-based software company, Persequor, has partnered with GS1 Australia.

Persequor builds track and trace software, modules and data solutions to assist in the optimisation and digitisation of supply chains. Its flagship white label software, SAGA, enables the storing, processing and analysis of billions of track and trace events.

Through its partnership with GS1 Australia, Persequor's technology will be made available to a wide range of Australia industries, including fresh produce.

Persequor's senior vice president of international markets, Ron Volpe, will oversee the company's entry to the Australian market.

Volpe previously served as general manager of supply chain, people and culture at leading Australian supermarket chain Coles.

"Ron is a well-known thought leader in Australia in the field of digitisation and supply chain management," said Peter Davenport, alliances manager for GS1.

"Persequor's track and trace solution is industry-proven and is fully compliant with EPCIS (Electronic Product Code Information Services) and GS1 standards.

"We are extremely excited to have Ron and the Persequor team join the GS1 Australia Alliance Partner Program at the highest level. This will allow them to build awareness, network with our 21,000 members and collaborate on opportunities in the traceability space."

Volpe said efficient supply chain solutions were crucial to business success for Australian producers, manufacturers, importers, distributors and retailers.

"We are natural partners as our technology supports the drive of GS1 to identify problems across supply chains

and our solutions help businesses to store and automatically share information about products, locations and assets at every stage in the supply chain," Volpe explained.

"Therefore, we both have the same mission of empowering businesses to track and tell the story of their materials and products across the supply chain.

"The partnership will support our positioning in the Australian market and also bring another best practice solution to GS1 that they can offer to their 21,000 member companies."